**Employer Tips For HireaHawk**

I. **Maximize Your Profile**

Fill in information about your department such as giving an overview of your mission, the products or services you offer, achievements, future outlook, or even a department logo. The more information you post on your profile, the more students can understand what you are all about. Look at this as a chance for a competitive advantage.

II. **Make Your Own Adjustments**

Utilize the job postings page to view all current departmental postings that are active, and make adjustments to the job posting or even take down the job at YOUR convenience.

III. **Create a Noteworthy Job Description**

When posting a new job, be as descriptive as possible in the job description and qualifications sections to enhance your chances of showing up in a students’ search. Make sure to use key power verbs! There are over 250 student jobs posted currently, you want to stand out.

**Job Description**: Be sure to note if your organization can sponsor visas or not.
IV. Avoid Asking For Too Much

Depending on the job description and what type of student employee you are looking for, you may want to consider what you are requiring from a documents standpoint. With some student positions this could slow down or decrease your number of applicants. For example, many freshmen do not come into school with a cover letter so the challenge of getting one completed may sway them to another opening. If you are looking for someone with more experience, however, the resume and cover letter would be perfectly reasonable. Only ask for what you need to find the candidate you are looking for.

Additional Documents: In addition to an application (which is requested by default), please choose which other documents you would like to request.

- Resume
- Cover Letter
- Unofficial Transcript
- Writing Sample
- Other

V. Get The Applicants You Desire

If you select to restrict applications, you have the ability to do so by major, degree level, class level, or GPA (GPA is self-reported) at the bottom of the screen after you select yes. This will eliminate applicants that you previously received that don’t meet your criteria. You can select more than one major or you can select all majors, same with the degree level or class level sections. For example, if you know you want someone to work for more than a year, you may want to select Freshman-Junior. Only select yes to restrict applications if you want to restrict on any of these categories.

Restrict Applications*: Choosing "yes" will restrict applications for this position to only those students who meet the screening criteria you set in the fields towards the bottom of the form.

- yes
- no

Screening Criteria

<table>
<thead>
<tr>
<th>Major:</th>
<th>[Select]</th>
<th>clear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business/BUS - Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business/BUS - Pre-Business</td>
<td></td>
<td></td>
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<tr>
<td>Business/BUS - Accounting</td>
<td></td>
<td></td>
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<tr>
<td>Communications/CLAS - Communication Studies</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Degree Level:</th>
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</thead>
<tbody>
<tr>
<td>Bachelors</td>
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<tr>
<td>Masters</td>
</tr>
<tr>
<td>Doctorate</td>
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<tr>
<td>Not a Degree Candidate</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class Level:</th>
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</thead>
<tbody>
<tr>
<td>1st Yr Undergrad (Freshman)</td>
</tr>
<tr>
<td>Sophomore</td>
</tr>
<tr>
<td>Junior</td>
</tr>
<tr>
<td>Senior</td>
</tr>
<tr>
<td>Masters Candidate</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Minimum Grade Point Average:</th>
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<tbody>
<tr>
<td>2.50</td>
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* Only select yes to restrict applications if you want to restrict on any of these categories.
VI. Utilize The System For Tracking Purposes

By choosing to “Accumulate Online”, the system allows you to track, rank, email, and generate packets of information on your candidates by selecting student documents. If you select the Accumulate Online option, make sure to identify in the additional documents or requested document notes section instructions for the student on what they need to do. You also have the ability to add any attachments of documents you want them to complete. SAVE YOURSELF SOME WORK!!

**Document/Application Receipt**: Choose how you would like to receive student documents/application materials. When you select email, you will be prompted to enter your email address. For accumulate online, you will need to log into HireaHawk to view the documents that have been submitted. Choose Other if students need to apply through your external website. When you select Other, a field called How to Apply will appear below. Be sure to reference the website there.

- [ ] E-mail
- [x] Accumulate Online
- [ ] Other (enter below)

**Additional Documents**: In addition to an application (which is requested by default), please choose which other documents you would like to request.

- [x] Resume
- [ ] Cover Letter
- [ ] Unofficial Transcript
- [ ] Writing Sample
- [ ] Other

**Documents Required**: From Additional Documents selected above, which do you want required?

- [ ] Resume
- [ ] Cover Letter
- [ ] Unofficial Transcript
- [ ] Writing Sample
- [ ] Other

**Requested Document Notes**: Enter special instructions here regarding requested documents.

- [ ] Split Block

**Attachment(s)**: Please attach any information (brochures etc.) or special applications or forms that you would like the student to complete.

[Add Item]

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**STUDENT DOCUMENTS SECTION:**

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**Attention:**

Note: You will be notified as your job approaches expiration and provided...
VII. Notify Students When Job Has Been Filled or When They Are Not Selected

If you selected accumulate online, the student documents tab will allow you to email any students who have applied for the position easily. You can do this one at a time to alert them when their application has arrived, or you can do a group email with as many candidates as you want at any time. We encourage you to email students as soon as you know that they will not be selected to avoid any further outreach that you will have to respond to, and to also provide the students closure on the job so they can move on and keep searching. Often times, students are still learning how to properly job search and will not continue to apply until hearing back from one job. If this feature is utilized, it should be a win-win for both parties.

Click mail to check to create the email you want to utilize.
VIII. Is Your Posting Getting Looked At and How Does it Look to Students?

By clicking on an individual job posting, you can see the amount of student views the job has had. You also have the ability to hit the preview button to view what the student will see when they look at your job. If you have a lot of views but very few applicants, it may be a sign that you should make some adjustments to your job description.

IX. Understand What A Student Sees

Students have the ability to search by key words or do an advanced search that can filter out jobs based on any of the categories you filled out when adding the job i.e., job category, on/off campus, semester job is available, etc. Jobs show up in the order they are posted for students so right when your job is approved it will be at the top and gradually go down as more jobs post. Just a reminder as well that you will be unable to see other employers posting as you could in Jobnet. Students also have the ability to
search by job title, employer, or application deadline. Below is what a job you posted will look like for a student as they search:

SNAPSHOT VIEW:

1. ☐ Public Outreach Specialist

As a public outreach specialist you will be collaborating with the Pomerantz Career Center to contact recent graduates on their employment and post-graduation status. (You will not be soliciting for funds.) Duties: –Provide excellent customer … more

SNAPSHOT VIEW: